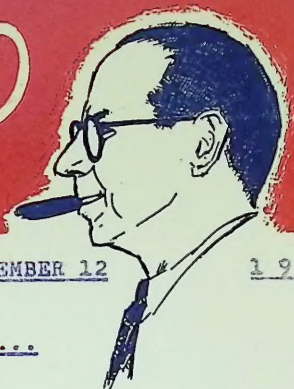


Ballyhoo



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IT GETS EASIER ...

Managing a theatre is a job ... a vocation ... for most of us, our life's work. It happens to be a profession for which there are no text books ... no schoolrooms, and no fancy diplomas.

There are certain pre-requisites to successful theatre management ... first and foremost being a genuine love and respect of Show Business in all of its many and varied facets. There are other qualifications too ... some of which you bring with you ... others which can be acquired only by dint of much hard work and the investment of a good portion of your life. Showmanship doesn't come easy ... but, it does get easier.

It's a tough grind managing a modern theatre ... tough, yet glamorous ... beset with countless problems and difficulties, and yet, offering rewards and compensations far beyond the basic monetary considerations offered by most other lines of business. There are few unhappy theatre managers ... Some may not be completely satisfied ... which is good - it spurs them on to greater efforts in the hope of ultimate recognition - but I think all are happy in their work ... or they wouldn't be in it.

And the work gets easier as it becomes part and parcel of the individual's personality. Operational details are taken in their stride, and the more intimate problems present a daily challenge to test the wits and the skill of the man trained to meet his problems head on ... at the point and moment of impact.

A good Showman is basically a good salesman ... and just as it is tough to crack one's first sales prospect, so is it tough to get into the habit of properly and consistently selling the theatre, the attraction, the individual personality.

It may be tough to get started ... but it gets progressively easier with the doing. Make selling a habit, and you'll find that it grows on you ... becomes part of your daily life. Get your first ... second ... third campaigns in, and you'll find that the rest follow automatically. If you don't believe me ... NOW'S THE TIME to prove it. The first couple may be tough ... then it gets easier.

Remember S.O.S. - SPOTLIGHT ON SHOWMANSHIP ... and, on SHOWMEN.

D.E.K.

WHITE CHRISTMAS - and - VISTAVISION

Most of you have dates on WHITE CHRISTMAS ... or will have before many more days have passed. This is just a reminder that this is one of the most important properties to have reached us this year ... Not only is this a terrific picture, but as you know, it introduces VistaVision, Paramount's new aspect ratio with its giant screen, new depth of focus, and the most life-like image to date.

Sell them both ... WHITE CHRISTMAS and VISTAVISION, and sell them well. Sell them as a brand new experience in screen entertainment ... Sell them as the finest product of our Hollywood film-makers' art ... Start talking it up NOW ... There are unlimited exploitation possibilities ... Don't dissipate a single one.

I think perhaps you get the general idea ... We expect the biggest selling job on WHITE CHRISTMAS that you are capable of ... and your capabilities will only be limited by the amount of effort you put into them. How about it?

oXoXoXoXoXo

KIDS' SHOWS

I mentioned in an earlier issue the advisability of giving some serious thought to the re-introduction of the Movie Club idea in our theatres. George Forhan took me seriously, and is really doing a job on it. I have his first report, and while he didn't completely fill his house, he did one bang-up job of his introductory show. It's bound to grow. He's really enthusiastic about it, and I expect some big things from him in the future.

Let's have a few more of you guys in there. We've been ignoring the small fry too long. It's time we began getting them interested in our theatres again ... Drop young George a note and I'm sure he'll be pleased to send along details of his method of organizing the deal. And remember, your booker will do his darndest to back you up with the best product he can lay his hands on ... Just give him a chance. Go after this, gang ... and send me a complete report of all your activities.

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AN OLD FRIEND PASSES

I am sorry to report that a friend of many years standing, Peter Sims, stage manager at the Palace Theatre in Toronto and a member of our Quarter Century Club, died a few days ago, on his way to visit his son in Winnipeg.

Pete was just short of eighty, and had been retired since 1950. We'll always remember Pete Sims as a gentleman, and one of the really nice guys we've known.

MANAGERS' ASSOCIATIONS

I was privileged this week to address a meeting of the Peninsula Theatre Managers' Association, in the Leonard Hotel at St. Kitts. I was most impressed ... Impressed by the attendance - 100% - by the seriousness with which the membership discussed current pertinent problems ... By the businesslike and efficient manner in which the entire meeting was conducted. Strict parliamentary procedure was the rule.

Twenty men were present ... Circuit managers, independent managers, drive-in managers and owner-managers ... They came from Dunnville, Beausville, Niagara-on-the-Lake, Welland, Niagara Falls, St. Kitts and Thorold ... They broke bread in friendship, and the feeling persisted throughout the business sessions which followed. I felt good. I was with my own kind. We spoke the same language.

Several local problems were discussed, and action was decided on. There were no dissenters. A unified front was in evidence. All were members of a great industry, and that thought was uppermost in everybody's mind. It was a fine meeting.

I know that we have several managers' organisations throughout this province. If they all function as smoothly and effectively as the one in the Peninsula, then I say they are a blessing to the industry, and to each individual manager ... I would be very interested in a report on local associations from you fellows in the field. If some of them have grown just a wee bit tired, I think now is the time for a full-scale re-awakening. Let me know what you're doing ... and HOW you're doing.

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SUBJECT LEADERS

Several times a year I have to wake some of you guys up ... to the importance of having, and USING the leaders provided by Jim Nairn's department for use in advance of all film subjects ... On my last trip around, two theatres were not using them. One very lame excuse was that they had worn out and new ones had not yet been ordered ... The other checked with his operators while I was there, and they admitted that they had forgotten to remove them before shipping the previous week's film back to the exchange. So, no leaders.

Fellows ... this is important, and I'm getting tired of listening to excuses. These leaders were designed for a purpose ... USE THEM, on every program. I'll check with you on my next visit.

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CHRISTMAS - BOXING DAY - NEW YEAR'S

What are you doing about special shows for the above three very important dates? ... Have you made any plans? ... It's later than you think.

CONGRATULATIONS JACK AND BOB

In the October 30th issue of MOTION PICTURE HERALD, in Walter Brooks' Round Table section, Jack Bridges and Bob Harvey knock off more honours Jack is named as a third quarter winner, and Bob places as a runner-up. Nice going fellows ... Keep punching, and keep your sights trained on that Quigley Award.

Among the citation winners I see Art Cauley, Bob Nelson and Paul Turnbull. That's the stuff ... we're fairly well represented this time ... Let's make the fourth quarter an even better one. How about it?

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MORE TRADE MENTION

I see that Len Gouin got himself stories in S.T.R. under date of October 23rd, as did also Olga Sharabura and Al Hartshorn. Len also is mentioned as a "Showman in Action" ... Where are the rest of you? Don't be so modest ... Get in there.

Don't forget you get plenty of credits, point-wise, every time you appear in one of our trade publications ... All the above are credited in their pre-contest scores.

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THANKS HAL

I have a very nice note from Hal Sloane, editor of the Showmandiser section of BOXOFFICE ... Hal says in part ... "Best wishes for a terrific success on your BALLYHOO S.O.S. contest. I hope all the boys remember me, and send in campaigns so we can pass along their promotion activities to other showmen."

Thanks for them kind words Hal ... I'm sure my gang will continue to feed you samples of their great work ... and thanks for your continued support of our BALLYHOO and all of its activities. We all appreciate it.

.X.X.X.X.X.

F.P. BOOKS OF TICKETS

Fellows ... selling our books of theatre tickets is every bit as important as making boxoffice sales ... and now is the time to concentrate on these sales ... Everybody is Xmas. gift-minded, and wide open to a sales pitch. Get your staff organized, cover all the industries in your town ... by mail and in person, arrange a house-to-house canvass, Have the Scouts and Guides in your town sell them ... In short ... Get going, and knock off some of that green stuff that's been offered for the best jobs of selling.

Report any novel twists to BALLYHOO for extra points in our current S.O.S. (Spotlight on Showmanship) ... and so that we can pass them along to your fellow managers.

Ballyhoo

SPOTLIGHT ON SHOWMANSHIP

Well ... at long last it's under way ... Our SPOTLIGHT ON SHOWMANSHIP ... and, I might add, it is just as much a "Spotlight on SHOWMEN" ... and every showman in "B" District ... which naturally takes in our whole roster ... is expected to capture at least his just share of our SPOTLIGHT ... And, if he can knock off more than his share ... Why, good luck to him.

The first week's entries are trickling in, and will be reported in next week's issue of our BALLYHOO. We'll be one week behind, in order to give every manager an even chance.

Seems that I had made an offer of full credit for everything turned in between October 15th and our starting date ... The ones who took advantage of it ... and it wouldn't have been too difficult to call them in advance ... have a fair pile of points chalked up to their credit, which should stand them in good stead should the going get a little rough.

The others? ... well, they're starting right from scratch ... and believe me, they'll really have to scratch to catch up. Whose fault is that? Don't look at me ...

Now that we're rolling ... let's put everything we have into this ... Let us all do our darndest to make this the BIGGEST and BESTEST of our several drives to date. We can do it, and I promise all the support I can possibly give you from this end.

The rest, my friends ... is UP TO YOU. Remember ... EVERY manager - EVERY week - for the next twenty six. There are no points for sitting on the side-lines and cheering ... You're in the game now ... Let's have some action.

DRUMBEATS ALONG THE S.O.S. FRONT

This is the final report of pre-contest activities ... when there, don't be alarmed ... points have been awarded as per my promise for everything in the line of exploitation reaching my desk at any time between October 15th and November 1st ... and some of you guys did quite handsomely. Until now, however, entries have been on a more or less voluntary basis ... (?) ... But, as of right now, I'm limiting you to two choices ... Get your entry in on Monday, or get it in on Wednesday ... but, GET IT IN ... and I mean each and every week until the end of April. Fair enough? I thought you'd agree with me.

Just for the record, I think I'll publish the points knocked off by our eager beavers in the pre-contest period ... just to make the few who were too tired to try, drool a little. Watch for the scores on one of the following pages ... I'm sure you'll find them without too much trouble.

Now, guess I'd better get down to the job of reporting some BALLYHOO ... so, here goes.

REGENT - OSHAWA

Al Hartshorn's I SAW contest still running daily in the Times-Gazette ... with an occasional display boost by the newspaper which is hundreds of entries behind as it is ... I see a very good co-op with the local Collette Beauty Salon, featuring a large head of Ann Blythe with good STUDENT PRINCE mention ... Also a scene on an off-theatre-page on the same attraction.

1200 monthly calendars were distributed by local news-boys to the homes on their routes ... Sounds like a much better idea than handing them out in the theatre to have them tossed into the street. Meagher's used a special 40 x 60 display as a background for record albums and special Mario Lanza discs.

C.K.L.B. used the special star interview recording, and in addition played several selections from STUDENT PRINCE on their popular afternoon program "Showcase" each day during the run ... Displays again placed at the Genosha hotel, and the eating area in the new Metropolitan store.

CAPITOL - PETERBORO

When Leonard admits that his efforts are "rather meagre" ... that's something ... something that won't help you win any prizes, fellow. However, let's see what you mean.

A single column scene on GAMBLER FROM NATCHEZ in both the Review and Lakefield News ... Ditto a two column scene ... in both instances, on off-theatre pages. Hidden Names contest still running. I'm not too sold on this one ... not enough theatre and pic mention to warrant too many credits.

Mention of this week's Foto Nite winner in the Examiner's "Main St. Topics" column. Looks like that's it ... and I agree with you Len ... pretty lean.

ROYAL - GUELPH

Ted had JULIUS CAESAR coming up, and what a job he did on this one ... I understand that the Toronto moguls of his daily are still sizzling ...

On three consecutive days, the Mercury ran a four inch deep by eight column picture story on CAESAR ... a different series of pics each day. On opening day, a two column scene of Marlon Brando appeared on an off-theatre page. In addition to his newspaper activities, Ted personally visited all local schools, Public and Separate, and contacted nearby centres such as Fergus and Acton by mail. The results were excellent.

Ted's I SAW deal still going strong ... he doesn't give the lads on the Mere a chance to go cold on it. When he opened with BOUNTY HUNTER, a two column scene on an off-theatre page was the best he could come up with. The contest's now on, F.G. - so get in there and give that extra little push, for those all-important extra points, which determine the winners.

TIVOLI - HAMILTON

Well, Don's in ... I'm not kidding. I have a scrap book loaded with newspaper stuff on a newsboy show he had run recently ... and it's good. This is the third such show in three years, and I'm glad to see Don continuing the very important public relations job started by one James Peter McDonough, after many years of effort. Letters from the publisher of the Spectator attest to the high favour in which he regards this deal. Don't let it cool off Don ... Mark it on your calendar for next year ... if not sooner.

As advance I see a good 200 line picture of several newsboys, with a cut-line telling about the coming theatre party, and mention of the attraction BROKEN LANCE ... On opening day, the Spectator inserted a 500 line ad, all but about an inch across the top being devoted to the theatre and attraction ... In the upper portion appeared details of the show.

On the day before opening, a three column pic of some of the boys inspecting the Spec's typesetting department, with liberal mention of the following day's treat.

On the day of the show, the Spectator's evening edition devoted nearly half of the front page of the second section to two three column and one two column pictures ... of the line-up in front of the Tivoli ... some of the lads being interviewed over C.K.O.C. ... and others receiving prizes on the theatre stage. A three column story completes the deal.

As advance publicity, the Spectator mailed art and copy heralds to all their carriers ... A few days in advance, tickets were also mailed to the boys, with a prize-draw offer. C K O C aired several interviews ... and all in all, the whole party was a huge success.

Now let's see if we can't get an entry EVERY WEEK, on your regular, localized theatre exploitation ... huh?

VICTORY - TIMMINS

I was beginning to despair of ever hearing from that guy Bridges again ... when Lo and Behold ... a stack of stuff arrived covering four separate attractions. Three will be reported as pre-contest entries ... the fourth will be saved for next week. You just made it, fella ... and you should know if anyone should, just how important those "Consistency" bonus points are ...

For his date on DUEL IN THE SUN, Jack made a deal with both local radio stations for several free spots, plugging the background music, with off-stage attraction plugs. On Saturday night, the orchestra at the favourite local night spot, the Pavilion, plugged the picture on their broadcast. The Empire Hotel was also persuaded to play the background music during meal hours in their dining room.

FIREMAN SAVE MY CHILD, was his next attraction, and he really played up the Spike Jones angle ... Arranged for the Pav orchestra to dress in Spike Jones costumes for the Hallowee'n dance ... play Spike Jones music, with plugs for picture ... Both sides of bandstand loaded with advertising accessories. Both radio stations played Jones records, with mention of theatre and picture, throughout the run ... A good window display in the Meisley and Ball Record Bar, and another one in Eddy's Record Bar ... Both music stores played Spike Jones music over their sidewalk loud speakers, naturally with pic plugs.

For his STUDENT PRINCE date, Jack arranged for a good story on the local page of his daily ... Music from the sound track played over both radio stations with good credits ... Good window displays in both leading record bars ... Arranged with the musical director and teachers at the local high school to plug the picture to the students ... Contacted conductors of all local church choirs. It's cutting it pretty short, but you'll get some idea of what Jack does in his spare time ... Keep it up boy ... and you'll find yourself right in there when the final scores are tallied.

NOW FOR SOME SCORES

Not everybody is represented ... only those who took the trouble to send in entries. Read 'em and weep ... What a head start some of the lads got ... Just take a peek ... And it's all advance ... pure and simple gravy ...

Art Cauley	-	6200
Al Hartshorn	-	5600
Olga Sharabura	-	2300
Ted Doney	-	8400
Jeff Jeffrey	-	600
Bob Harvey	-	21800 (wow !)
Bob Nelson	-	1300
Len Guin	-	6400
Norm Gray	-	1700
Paul Turnbull	-	4600
Don Edwards	-	8500
Jack Bridges	-	6900
Jack Ward	-	1900
George Ferhan	-	4900

So ... there's your story on pre-contest scores. Amazing, isn't it, that Herb Chappel, Mel Jolley, Vern Hudson and I'm really surprised at this one ... Eddie Landsborough, just couldn't dream up one single little stunt ... if only a good window display, to report. Almost suggests a defeatist attitude, doesn't it? ... BUT ... don't think you're excused from participation in S.O.S. guys ... I expect you in here EVERY WEEK.

Now ... shall we get back to a little reporting? Still a couple of good ones left ...

ORPHEUM - SOO

Scoties (is that right, Olga?) were quite startled to see a giant stump of a tree decorating the sidewalk in front of the Orpheum, a couple of weeks ago ... Closer examination disclosed an attractive copy card reading ... "For luck, KNOCK ON WOOD, It will be your lucky day when you see Danny Kay in KNOCK ON WOOD" ... etc. Cute, huh?

A good 40 x 60 display was also used in front of the theatre in advance, and then transferred to the window of the Windsor barber shop, in the main hotel in town, for the run ... Moore's Music store used a good display built around albums of Kaye recordings ...

To round out her campaign, Olga made a pretty good deal with the radio stations on both the Canadian and U.S. sides of the river ... jamming the airwaves with Kay records during her six day run.

PARAMOUNT - PETERBORO

Sorry Art ... not quite as many points represented here as I would have liked to see ... but in fairness to the rest of the sluggers I just had to make a division between Daily and Weekly newspapers ... with naturally, more points for the tougher papers to crack ... the dailies. Go to work on that Examiner of yours ... time they began to weaken ... and when they do, why, you'll wind up with the giant-size scores.

In the Examiner's "Names in the News" contest, Art receives an ad in return for a couple of Oakleys each week ... The Review and Lakofield News both ran a little story on the School Safety Patrol party at the Paramount ... The same duo also printed stories on ON THE WATERFRONT, in two separate sections of their papers ... a third story on the same pic under a banner headline "Crooked Unions Exposed" ...

Art's confection bar loaded with good sales copy, in addition to the excellent display of confections ... His giant picture windows well decorated ... and a fifteen foot banner on DUEL IN THE SUN two weeks in advance of his playdate.

Art promises some good stuff on his Book Ticket campaign ... Send it in boy ... May be your chance to catch up on some important points.

SENECA - NIAGARA FALLS

Jack Ward got to the local Lions first ... and sold them the idea of giving theatre tickets to the youngsters for the best Halloween costumes ... They went for sixty bucks worth ... Seems I reported the same deal last year, but I can't recall any of you other guys trying it ... and I know that the Fire, Police, other civic bodies and service clubs, in every town, do a good job each year to try and keep the young 'uns off the streets on Halloween ... What's the matter ... aren't you interested of pushing ticket sales?

CAPITOL - NORTH BAY

Received a pillow in the mail the other day ... that's what I said, a pillow. For a short second I suspected a joke ... it had all the earmarks of a Harvey hint that I take a nap ... BUT ... attached to the pillow was a giant scrapbook ... loaded from cover to cover with SUSAN SLEPT HERE stuff ... all of it good. I'd say that half of Bob's pre-contest points were scored on the basis of his campaign on SUSAN ... What a guy.

Before I get into the SUSAN deal, I might mention that Bob managed to place a good two column scene on BROKEN LANCE on an off-theatre page in the Nugget ... and also wound up with good window displays in Palangio Motors and the Town and Country restaurant.

Now for SUSAN ... The first page of the scrap-book is completely covered with a double truck, headed by a two inch headline reading ... "SUSAN SLEPT WELL, Because Her Home Was Ready for Winter" ... Several local building, insulating and allied firms bought the two pages, with Bob's ad right in the middle ...

Halliday's took an 875 line ad, appropriately headed "SUSAN SLEPT WELL ... She Avoided the Christmas Rush" ... with naturally, a fair-sized hunk of press book display smack in the centre localizing the attraction and theatre.

When there ... here's another one ... only 500 lines this time ... contributed by North Bay Dairy ... this one a very attractive layout, with the giant heading reading ... "SUSAN SLEPT WELL Because She Used Fresh Dairy Foods", with a box carrying theatre copy at the bottom.

Pretty good deal so far ... but wait, lots more to come. Next on the list I see a tear sheet with an 820 line ad inserted by Consolidated Electric ... The heading asks a very pertinent question ... "WHY DID SUSAN SLEEP WELL?" ... and goes on to explain "Because She Had no Wash Day Worries" Not bad, what? Match ... Robert is right in there with a regular press book ad.

You know ... this book is almost good enough to win a prize in any showman's contest ... but let's see what follows.

CAPITOL - NORTH BAY (cont'd)

Let's turn to another page ... not satisfied with one ad, our boy has two ... both terrific ones, on this page ... I see a repeat of the North Bay Dairy ad, which certainly suggests that they must have been happy with it ... and spread across the bottom of the page, seven inches by six columns, or, 600 lines, I notice a most attractive layout by the Merlin Hotel ... Copy pretty good too ... Reads like so ... "SUSAN SLEPT HERE ... SUSAN Slept in Comfort ... etc." Loaded with excellent theatre copy. How's the guy do it?

No ... we're not through yet ... Reeco Ltd., local gas service outfit, comes through with a 760 line ad, the upper right hand corner devoted to Bob's ad, and copy suggesting a visit to the Capitol to see SUSAN SLEPT HERE interspersed with their regular selling.

By way of variety I see several classified ads ... all reading, "Lost ... the bed where SUSAN SLEPT ... Finder please contact the boxoffice at the Capitol Theatre. I also note two scene mats on separate off-theatre pages.

The North Bay Dairy hung bottle collars on all bottles delivered during the playdates ... Miniature pillows by the hundreds were made by the gals on his staff, hand-printed with SUSAN copy and distributed in the theatre ... Usherettes wore pyjama tops, promoted from a local men's store, one week in advance, and during the picture's run ... North Bay Dairy trucks were all well bannered during the run, etc. etc.

One of Bob's comely usherettes "slept" in the window of Bannon's Furniture store ... suitably placarded of course, and another of the cuties decorated the window of Heckman's Furniture store. No trouble stopping the crowds with these babes ...

A very good display in Feldman's Furniture store ... one in Cochrane Dunlop's, Home Furnishings and Consolidated Electric. C F G H came through with numerous spinnings of the Don Cornell record "Hold My Hand" with running chatter about the picture. Seems like I've run out of scrap book and out of breath.

Bob ... this is one of the finest campaigns I have seen in some time. Guess that's reason enough for the swell business you did with SUSAN ... Congratulations, boy.

.X.X.X.X.X.

Well gang ... gotta cut this short if I'm to get it into production and out to you over the week end. Remember, your entries are due on the Wednesday of each week at the latest. Let's have a little action ... A few campaigns like Bob's will make me very happy, believe me.

So ... EVERY MANAGER ... EVERY WEEK ... S.O.S.

D.E.K.